



Route 66

EVENT EXPERIENCE

US Route 66, also known as the Will Rogers Highway, Main Street of America or the Mother Road was one of the original highways running through America.

The Roadway crossed many states as it made its way from Chicago, IL to Los Angeles, CA. The Road Covered 2,448 miles and ran through Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and finally came to an end in Los Angeles, California.

This famous road originally began in Springfield, Missouri and spawned many “Mom and Pop” businesses along the way. Among these businesses, the most notable were the art-deco style: U-Drop Inn in Shamrock, Texas; the Magnolia in Vega, Texas; Teepee Shaped hotels; frozen custard stands; Indian Curious Shops;

and reptile farms. You could visit the hideout of the infamous Jesse James in Springfield, grab a hamburger in the first drive-thru joint at Red’s Giant Hamburg or visit the very first McDonalds at the end of your journey in L.A.

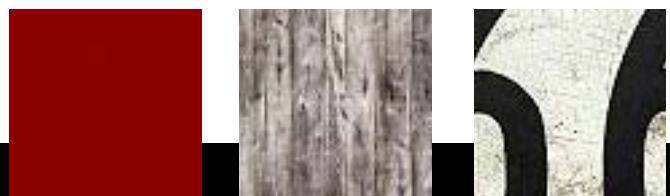
Last but not least, let’s not forget the music and the TV shows that were inspired by Route 66, such as Nat King Cole’s Route 66, and most recently, the Pixar movie CARS.

All of these great locations offer us a smorgasbord of options for our guests to dine on.

Enough history, let’s get to the party.



Get Your Kick for Recreating the Present. This nostalgic theme allows guests to reminisce with great music, vintage cars, and famous symbols like the Philips Filling Station and Burma Shave road signs associated with Route 66! Combining these elements will transport your guests to revisit the past for creating what’s possible in the present. Guests will kick their heels up in delight and joy all while sparking the imagination for the future!





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SETTING THE MOOD

COLORS & TEXTURES

This event will use red, white, and black for the color palette. Metal signs, wooden walls and old-fashioned gas pumps will set the texture of this event.

INVITATIONS

There are many ways to get creative with this old-time favorite.

- Have a background of a vintage map that follows Route 66. In front of the background, place two vintage vehicles on a road with your slogan for the evening beneath them.
- Print an invite in the shape and style of the Route 66 sign with all of the details listed on the back
- Have a background with "Route 66" printed largely and all of the iconic

road signs one would see along the way in a collage in front of it.

These invitation ideas could be created by your preferred local advertising or marketing company. If you really have it in you, you could also make them yourself.

ENTRYWAY

The entrance will be a corridor lined with vintage cars; their sleek lines, the shine, and memories of great times.

The walkway (fashioned as a road) will be dotted with roadside Burma Shave signs with witty but meaningful slogans. Since these are your 'Burma Shave' signs they can carry the message that relates to the event.





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DETAILS AND ACCENTS

PRE-FUNCTION AREA

This area will have high-top tables draped in red checkered linens. Gas station attendants will wander around to greet guests and help them 'fill up' with hors d'oeuvres and a specialty drink.

The space will have iconic decor items that let guests feel as if they were taking a journey along Route 66.

MAIN ROOM

The entrance to the ballroom will reach out to them through a large canopy and period signage welcoming them to the "Route 66, A Road Trip across the States", beckoning them to come further inside.

A step inside the room will be a step back in time. "Get Your Kicks" music will play in the background as their eyes travel the scenic elements on the walls - backdrops of the countryside. The blacktop roadway will have twists and turns and signage just like the real Mother road. Each guest will have the experience of traveling the long forgotten roadway of the past.

As the music continues to play in the background your guests will travel from one popular food station to the next. The old Diner with a fountain machine and a soda jerk, the Philips Filling Station with the antique pumps, perhaps Jesse James living quarters, the Liberty Jail or the tailgate of a classy chassis.





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STAGE AREA

A Route 66 backdrop will hang behind the stage as it is the focal point for the evening. Gas pumps will be placed on either side of the stage to complete the look.

DÉCOR

The main room of this event will glean Route 66 relics. This includes sights you would see along the road itself and along the journey. Small vignettes will be created to model establishments that were visited along the way. A black and white dance floor will be the final addition for guests to get their kicks on Route 66.

FURNITURE ACCENTS

To add to the theme, small Coca-Cola tables and chairs, ice cream parlor tables, along with loveseats made from the back seats of cars will be placed around the room for guests to relax.

CENTERPIECES

There are a several options for centerpieces:

- Oil cans with wild flowers would make great centerpieces
- Small road signs in groupings in a grass base - Customize the road signs
- Small mini tires
- Car parts





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- Vintage license plates
- Mini gas pumps
- Tin "Route 66" signs that are well above the guest heads. Conversation will be easy, as well as the signs making it easy for them to locate their table.

DINNER SET UP

Nostalgia won't stop when guests sit down at their table. The experience continues with large maps on the table tops to add another unique setting for your tablescape. Chairs will be covered with a chair back cover that fits nicely with the theme!

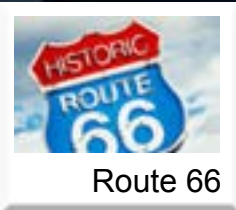
BAR AND CUSTOM DRINK

Guests can enjoy their favorite fizzy drink from old fashion bottles from the "fueling station". Bars will be made out of actual car trunks or fashioned as car trunks and placed in the corners of the room for easy access.

ICE SCULPTURES

Ice is always a highlight for events. Use the ice sculpture to display the company logo or party logo and light it up.





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ENTERTAINMENT

Hire the following characters for entertainment:

- A soda jerk serving Coca-Cola, root beer floats, and ice cream
- A service station guy to 'wash your windows' or 'fill your tank' (could be serving Hors d'oeuvres) reminiscent of Gomer Pile in Mayberry on the Andy Griffith Show. You will need to find a good actor for this part.
- Band – about every band from the 20s – 50s had a rendition of 'Route 66' but music of the 50's will probably hit home well.
- Elvis impersonator
- Girls on roller skates delivering hotdogs and sodas

PHOTO OPS

Have an area set aside for guests to take pictures. People always love having pictures to take home or that they can see on social media to look back on what a fun time they had at the event.

A unique photo area will give your guest a nice memorabilia photo for the evening. Your guests will exit feeling invigorated and ready to travel their road to the future!

